



Date: July 30, 2007

To: California Public Library Directors

From: Susan Hildreth
State Librarian of California

Susan Hildreth

Subject: Transforming Life After 50: Public Libraries and Baby Boomers

I am pleased to announce the launch of the statewide *Transforming Life After 50* initiative for 2007/08. The purpose of this LSTA funded initiative is to assist public libraries in redefining, creating and delivering new and innovative services to our state's growing population of active, older adults – a population expected to grow more than twice as fast as California's total population, increasing 112% from 1990 to 2020, or 8.5 million people. As early as 2010, one in five Californians will be 60 years of age or older. And yet, research has shown that the current paradigm of library services for "seniors" does not match the characteristics and/or interests of this baby boomer generation.

Therefore, in the first year of this statewide initiative, a three-day *Transforming Life After 50* training institute will be convened in Pasadena from November 27-29, 2007, (application deadline is September 10). The institute will promote an understanding of older adults as resources for their communities and will offer an alternative to the predominant deficit-based model of aging. Up to 50 applying library jurisdictions will be accepted to attend this institute. Each selected library jurisdiction will be asked to send one library administrator and one "front-line" adult services librarian to the institute at no cost. The institute will introduce participants to a new framework for working with active, older adults that promotes productive aging through learning and civic engagement with presentations from leaders in the fields of health, education, finance, spirituality and aging. The institute will also provide training in community assessment and in the utilization of customized assessment tools designed specifically for this project and its target population.

The institute will focus on: 1) current research and trends underlying new approaches to working with midlife and older adults; 2) promising practices; and 3) assessment and leadership skills in community librarianship. After completion of the institute, participating libraries will also be asked to undertake a local assessment of their own community, and then invited to submit targeted grant proposals that would address the needs thus identified. A State Library consulting team will provide technical assistance

and data analysis of the local assessments to the participating libraries. In addition, each participating library will receive up to \$1,000 reimbursement for staffing costs associated with undertaking their own local needs assessment.

All targeted proposals submitted (by May 1, 2008) will be reviewed and accepted on a competitive basis with the most innovative and compelling being funded for the 2008/09 LSTA grant cycle. These targeted grants are intended to enable library jurisdictions to implement promising practices, test and refine models, help disseminate models, train or mentor other librarians, and participate in evaluation of innovative practices implemented to date.

The application form for this *Transforming Life After 50* training institute can be found at http://www.library.ca.gov/grants/lsta/lsta_app_07_08.html under Targeted Grants. Deadline for submission is 4:00 p.m. September 10, 2007. Up to 50 library jurisdictions will be selected to attend. Only one application per jurisdiction will be accepted.

For an introductory look at this important topic, please plan to participate in the August 7th InfoPeople webcast with Matt Thornhill, President of the Boomer Project.

Transforming Life After 50 Timeline

August 1	Institute applications available online
August 7	Introductory webcast with Matt Thornhill
September 10	Deadline to apply for institute
October 1	Library jurisdictions notified of acceptance to institute
November 27-29	Training institute in Pasadena, CA
May 1, 2008	Deadline for submission of targeted grant proposals for 08/09

If you have any questions regarding this new initiative, please contact Suzanne Flint at the California State Library at **916-651-9796** or **sflint@library.ca.gov**.